



BEAR necessities

the official newsletter of the
MADE IN ALASKA program

January 2003

FYI

Business License

The Anchorage Business License office recently moved and is now located in the Atwood Building at 550 West 7th Avenue, Suite 1500. Phone is 269-8173. The quickest and easiest way to purchase or renew a business license is via the internet: <http://www.dced.state.ak.us/occ/buslic.htm>.

Entrepreneur University Thursday, February 6th

Downtown Marriott Hotel
Experts and investors will share their guidelines for building a profitable company. Call 586-1929 or log onto www.alaskainvestnet.org for more information.

2003 Arctic Economic Development Summit

Conference focusing on strengthening the future of the Northwest Arctic & North Slope Boroughs. Held February 4, 5 & 6 in Kotzebue. Call Valerie Romaine at 442-2500 or log onto <http://www.northwestarcticborough.org> for more information. No cost to attend but reservations are necessary.

2003 Made In Alaska Workshops

Following is the schedule of Made In Alaska workshops to be held in 14 cities this year :

Sitka

January 28th—Tuesday
1-5 PM in the NSRAA Conference Room, 1308 Sawmill Creek Road.

Juneau

January 29th—Wednesday
1-5 PM in the Juneau Economic Development Council, 612 West Willoughby Avenue

Cordova

January 31st—Friday
8-11:30 AM in the Museum, 622 First Street.

Kodiak

February 5th—Wednesday
1-5 PM in the Chamber of Commerce's conference room, 100 Marine Way.

Ketchikan

February 10th—Monday
1-5 PM in the Visitor's Bureau conference room, 131 Front Street.

Wrangell

February 12th—Wednesday
1-5 PM in the City Council's Chambers, 205 Brueger Street.

Petersburg

February 13th—Thursday
1-5 PM in the Chamber of Commerce's conference room, 19 Fram Street.

Fairbanks

March 4th—Tuesday
1-5 PM at Pikes' Waterfront Lodge, 1850 Hoselton Road.

Delta Junction

March 5th—Wednesday
1-5 PM at the Buffalo Center Diner, next to the Post Office.

Wasilla/Palmer

March 11th—Tuesday
1-5 PM at the Best Western Lake Lucille Inn, 1300 West Lake Lucille Drive (Wasilla).

Anchorage

March 13th—Thursday
1-5 PM in the BP Energy Center, 900 East Benson Boulevard.

Homer

April 1st—Tuesday
1-5 PM in the Chamber of Commerce conference room, 201 Sterling Highway.

Kenai/Soldotna

April 2nd—Wednesday
1-5 PM in the Kenai Visitor's Bureau conference room, 11471 Kenai Spur Highway.

Seward

April 3rd—Thursday
1-5 PM in the basement conference room of the Library, 238 Fifth Avenue.

There is no charge for participation in the workshops.

We do ask that you let us know you are going to attend by calling **Leeann at 272-5634**.

This year's workshop subjects will include:

- **Made In Alaska Update**
- **How to use The Internet For Profit**
- **Financing When The Bank Says No**
- **Marketing Tips**

Bill Webb, Program Manager of Made In Alaska, will be joined by staff members from Alaska Manufacturers' Association, Small Business Development Centers, Alaska Invest Net, Juneau Economic Development Council, U.S. Department of Commerce, Buy Alaska and others in making the presentation.

This will be the third year that the workshops have been held. Participants in prior workshops have felt the time was well spent and helpful to their business. Permit holders and other members of the business community are invited.

Welcome New Permit Holders October, November

Yukon Charlie's Stray Dog Studio

Charles Young
Anchorage 243-6679
Wholesale—Yes
Permit #5180 for:
Hand Carved Signs & "Spirit Of
The Trees" Faces Carved From
Cottonwood Bark

The Sewing Scissors

Alicia Wolfe
Anchorage 344-7739
sewsciss@atuonline.net
Wholesale—Yes
Permit #5181 for:
"Bulb Heads"-Recycled Light
Bulbs Made Into Ornaments
And Other Unique Creations.

Hunter Creek Chainsaw Carving

Jeremy Carpenter
Palmer 746-2311
singlecarp@att.net
Wholesale—Yes
Permit #5182 for:
100% Chainsaw Carvings
Of Alaska Critters
& Other Animals

SolKetcher

Kathee Bigley
Sitka 747-8046
solketcher@att.net
Wholesale—No
Permit #5183 for:
Scenic South East Alaska Slide
Shows Or As A Screen Saver

The Free Map

Michael Anderson
Anchorage 258-4020
avca@gci.net
<http://www.freealaskamap.com>
Wholesale—No
Permit #5184 for:
Full Color Pictorial Map
Published Printed
& Distributed



Alaska Honey, Pollen & Comb

Joseph Dunham
Eagle River 360-0316
akhpc@ak.net
<http://www.alaskahoney.com>
Wholesale—Yes
Permit #5185 for:
Bee Products; Honey,
Pollen & Wax

Baker Jennings Films

Bill Baker
Anchorage 277-4555
baker.jen@gci.net
Wholesale—No
Permit #5186 for:
Video Products

Talesin Art

Jennifer Donnell
Eagle River 622-1836
Wholesale—No
Permit #5187 for:
Handpainted Bisque Designed
Pottery In An Alaskan Motif

Angels of Alaska

Sammie Nuxall
Anchorage 317-7720
nuxall@gci.net
Wholesale—No
Permit #5188 for:
Angels

Peak A Boo Mountain

Julie Johnson
Palmer 745-8875
Wholesale—No
Permit #5189 for:
Birch Or Pine Wood Trivets.
Wood Burned With Alaska
Themes And Animals.
Permit #5190 for:
Photography Featuring
Alaska Scenery, Animals.
And Airplanes

White Bear Soaps

Laura Ferguson
Anchorage 301-1904
<http://www.laurasoriginal.com>
Wholesale—No
Permit #5191 for:
Handmade Soaps

Aurora Designs

Edward Denton
Anchorage 336-0290
aurora_designs@mail.com
Wholesale—No
Permit #5192 for:
Handcrafted Jewelry With
Beads, Gemstones, Glass
And Silver. Earrings,
Necklaces And Bracelets.

Alaska Pet Bed

Michael Poss
Anchorage 346-3781
akpetbed@att.net
www.alaskapetbed.com
Wholesale—Yes
Permit #5193 for:
A Pet Bed Designed
To Be Long Lasting And To
Give Relief To Older Pets

Nick's Furs

Nicolae Frischi
Anchorage 274-9867
Wholesale—No
Permit #5194 for:
Fur Mukluks, Mittens, Head
Bands, Hats And Slippers

Honey Hill Farm

Penne Chmielewski
Palmer 745-2100
penne@mtaonline
Wholesale—No
Permit #5195 for:
Handcrafted Felt Hats Made Of
Shetland Sheep Wool

Flying V Enterprises

Emma Mead
Delta Junction 895-4803
Wholesale—No
Permit #5196 for:
Handcarved Diamond Willow
Walking Sticks, Canes, Candle
Holders, Cup Holders
And Key Holders

Rainforest Designs

Norma Strickland
Juneau 790-2960
norma@alaskansmootheaster.com
Wholesale—Yes
Permit #5197 for:
One-Of-A-Kind Baskets
Made From Natural Fibers, Furs
And Feathers

Karen's Rugs

Karen Polston-Knox
Elmendorf AFB 360-2723
rknox@gci.net
Wholesale—No
Permit #5198 for:
Traditional & Primitive
Rug Kits

Koyukon Creations

Brian Hohnson
Wasilla 373-0666
Wholesale—No
Permit #5199 for:
Books & Publications
Dark Boundary

Buster Bear's Affairs

Sibyl Dellinger
Wasilla 373-1094
thequeen@gci.net
Wholesale—No
Permit #5200 for:
Handmade Polar Fleece With
Baroque Satin Bindings Baby
Blankets & Pillows

Shekinah Body Products

Shellene Taylor
Soldotna 262-1647
shellene.taylor@ak.net
www.shekinahbodyproducts.com
Wholesale—Yes
Permit #5201 for:
Handmade Soaps

Kelly's Regalia Accessories

Gregory Knapp
Klawock 723-6375
Wholesale—No
Permit #5202 for:
Sea Otter & Fur Products. Hats,
Headbands, Vests And More!

Santa's Letters and Gifts

Pamela Sattler
North Pole 488-8118
santasletter-
sandgifts@alaska.com
www.santaslettersandgifts.com
Wholesale—No
Permit #5203 for:
Stationery For Santa Letters
Using Original Designs. Each
Letter Includes A Christmas
Sticker, Snowflake Confetti And
Birch Christmas Ornament.

Alaskan Proud!

& December

Claire's Fly's

Michael Bowen
Naukati 629-4318
clairesflys@cs.com
www.freewebs.com/clairesflys/
Wholesale—Yes
Permit #5204 for:
A Fly For Salmon Or Large
Fish, Both Salt And
Fresh Water Flies

Gail Baker Artmaker

Gail Baker
Homer 299-2185
makefaces@hotmail.com
www.makefaces.com
Wholesale—Yes
Permit #5205 for:
Clay And Leather Masks,
Leather Mask Purses And
Leather Art Sculpture

S.W. Crafts

Stanis Walker
Anchorage 522-1942
Wholesale—No
Permit #5206 for:
Fleece Quillow And
Fleece Kusbuck

Eye See Alaska

Maureen Sullivan
Anchorage 272-2379
Wholesale—Yes
Permit #5207 for:
Gift Cards & Prints Made From



Owner's Alaskan Photographs
Have you submitted a photo to the Made In Alaska office for inclusion on the web site? Why not? Call Leann for details 272-5634.

Display your products in DCED's Anchorage or Juneau offices. Call Ruth St. Amour at 269-4527.

Working the Trade Show or Craft Market Booth

By Kristie Sherrodd

This article is part four in a series on selling at retail trade shows, including craft markets.

The behavior of personnel that staff a trade show or craft market booth are key to show success. No matter how great your product or how attractive your display, poor performance by sales personnel can guarantee weak show sales.

The old adage 'first impressions are lasting impressions' is true in life and the trade show business. Personal appearance and behavior both play a critical role in your effectiveness as a seller, and influence visitors' overall impressions of your product and company.

Your booth staff should dress neatly and appropriate to the venue. Trade show experts often advise sellers to dress in the same manner but just slightly better than anticipated customers.

Always work a show on your feet, ready to greet every customer. There is a direct relationship between shopper-seller contact and the size and number of sales.

Allow prospective buyers to enter your booth, acknowledge them with a warm smile, and give them time to take in the products on display. Refrain from inquiries such as "Can I help you?" or "Can I answer any questions?" that are sure-fire recipes for a quick, "No thanks, just looking" response.

Instead, gently probe for information with questions such as "Have you ever tasted birch syrup?" "Do you wear other brands of polar fleece clothing?" or "Are you shopping for a gift?" Answers to questions like these will help you assess shoppers' needs so you can pitch to them effectively.

Be aware of the value of engaging customers' senses: give them samples to taste; put objects into their hands; hold scented items up to their noses.

Show experts agree: The four cardinal sins in booth staffing are smoking or other offensive behavior, eating or other activities not directly related to selling, sitting, and holding "coffee-katches" or visiting with coworkers or friends. These activities all send prospective buyers negative messages that may result in lost sales. Shows are selling events. **Nothing** should take place in your booth that is not directly related to selling.

Smoking, consuming alcohol, wearing dirty or scanty clothing, spouting religious or political views, or any other behavior that customers may find downright offensive is never acceptable.

Non-offensive activities also negatively affect sales. Out of courtesy, most customers will be reluctant to interrupt you at tasks such as eating, reading, tending children, having a discussion, or working on a craft, for something as "unimportant" as buying and selling.

A common misperception is that demonstrating your craft or the creation of your product will aid sales. Demonstrations *will* draw onlookers to your booth. However, a demonstration changes customers' perception of your purpose from selling to educating. Once they have watched your demonstration, they can leave your booth empty handed having psychologically "bought" what you have to offer – education.

Demonstrations will often draw a crowd of non-shoppers such as children and bored spouses who will block the access of buying customers to your booth. Your demonstration keeps these non-shoppers entertained while their shopping companions spend money with other vendors!

On the other hand, sellers just sitting idly on standard-height chairs barricaded behind tables proclaim, "I'm tired, don't bother me" or "I'm bored and these things I'm selling are boring."

The best exhibitors work their booths on their feet and acknowledge every visitor. They are knowledgeable about the products on display and are ready to answer questions and engage shoppers in conversation about the benefits of purchasing the products. They are completely engaging in selling and do not attempt to use show time to make inventory, catch up with friends or other activities.

*In the next issue of **Bear Necessities**, this series will discuss problem customers and how to manage them effectively.*

About the author of this column: Kristie Sherrodd owns Sound Strategies Marketing Services in Sitka. She specializes in helping individuals market their artwork, fine handcrafts and Alaska-made products. She founded and annually manages the Sitka Trade Market, one of Southeast Alaska's largest craft shows.



Label Order Form

Return this form to: Made In Alaska
741 East 13th Avenue, Anchorage, AK 99501-4621

Permit # _ _ _ _

Name:

Address:

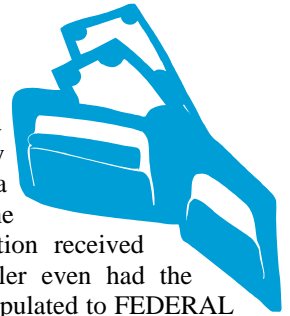
City/Zip:

Make Checks Payable to: State of Alaska

Roll Labels (Stickers)	# of Rolls or Bags	Cost per Roll 1,000 or Bag 50	Amount Due \$
Large Black & White		\$15.00	
Large Gold & Black		\$15.00	
Large Silver & Black		\$15.00	
Black & White - Small		\$12.50	
Gold & Black - Small		\$12.50	
Silver & Black - Small		\$12.50	
Woven Cloth Labels sold 50 per bag			
Black		\$12.50	
Red		\$12.50	
Royal Blue		\$12.50	
Navy Blue		\$12.50	
Light Blue		\$12.50	
Light Pink		\$12.50	
Dark Pink		\$12.50	
Purple		\$12.50	
Yellow		\$12.50	
Forest Green		\$12.50	

Total Amount due with order \$ _____

FRAUD ALERT



The local field office of the U.S. Department of Commerce has alerted us to recent credit card frauds by Indonesians against two Alaska businesses. In both cases reported, the cards had been "ran" and authorization received from the merchant bank. One retailer even had the customer fax a signed statement and stipulated to FEDERAL EXPRESS that the customer in Indonesia be required to show identification to match the signature...and it was checked and did match.

In both cases it was later determined that the credit cards used were stolen and charge backs were made by the merchant bank to the Alaska businesses. One business has lost \$12,000 and the card issuer and merchant bank are claiming no liability in the matter.

Should you be in a similar situation of receiving a large order from foreign sources to be paid for by a credit card, it is recommended that you contact the merchant bank and give them the first six digits of the credit card that will identify the issuing bank, and finally contact the issuing bank to determine if the card has been reported stolen.

Check out the internet site <http://www.scambusters.org> for more information on how to protect your business from credit card and other frauds.

This issue contains our annual Calendar of Events. We have tried to be as inclusive and accurate as possible. If you are aware of an event that was omitted, please have a representative of that event contact us at 272-5634. Updates will be printed in subsequent issues.

POINT OF SALE ITEMS — FREE



Now is the time to order your **FREE** Made In Alaska decals, table tents, signs and posters for use at Fur Rondy and Spring Shows. Also, make sure you have enough labels for all merchandise sold. Let's remind our neighbors to

Look For The Label



Made In Alaska
741 East 13th Avenue
Anchorage, Alaska 99501-4621

Presorted
Standard
US Postage
PAID
Permit #93
Anchorage, AK